

**Exhibit D**

**October/November 2001 Imprints Circular from the Central Connecticut  
Chapter of the Society for Technical Communication**



# IMPRINTS

Central Connecticut Chapter • October/November 2001

## Fall Kickoff Tangles with Web Issues

by Henry Friedman

For this year's kickoff meeting, members and friends gathered at Eli's on Whitney in Hamden for an evening of networking, food, drink, and a wide-ranging discussion of Web-related questions led by a panel of peers. A reunion atmosphere pervaded the networking hour, as members streamed in, hailed colleagues they hadn't seen in several moons, and updated each other on matters professional, personal, trivial, or profound.

### **Panelists Tackle Core Communication Issues**

Chapter Co-President Jere Lepley called the meeting to order and introduced the panel members: chapter Co-President Tony DeStefanis, chapter Publicity Manager Robert Bessel, and Bill Sanders, a professor at the University of Hartford and author of several books on Web-related topics.

After briefly describing their organizations and their jobs, panel members invited questions from the audience. Questions touched on topics such as:

- what makes Web sites successful
- audience expectations and feedback
- business justifications for Web sites
- the evolution of XML

The answers and ensuing discussions brought up some core communication issues that—despite the rapid rise of the Web and the proliferation of new tools and technologies—technical communicators continue to address. Among these core issues are: usability, audience needs, communication strategy, and how we function in an increasingly tool-and-technology-driven environment.

As they explained in their introductory remarks, the panelists are all directly involved in Web development, technology, or communication issues. Tony DeStefanis is a Senior Technical Writer with Engyro, which provides software

that tracks Web usage for Web-based applications. Tony focuses on development and design, as he works with engineers to develop company Web sites.

Bob Bessel is Public Relations Coordinator for Connecticut On-Line Computer Center, Inc., a data processing service bureau for banks. Bob is in charge of three Web sites: an external customer site, and two internal sites for main-frame and client-server systems personnel.

As a professor of Interactive Information Technology at the University of Hartford, Bill Sanders teaches a new program that integrates liberal arts and technology. Professor Sanders is also co-author of a new book, tentatively titled *eBusiness Case Analysis*, to be published next year. The book provides a technical and market analysis of dot-com companies.

### **What Makes a Successful Web Site?**

The answer to this question varies with the purpose of the site and audience needs. For example, a mass-market retail site such as amazon.com may employ retention strategies and devices—Flash animation, storing names, Clickstream technology—to track user interests. On the other hand, an internal or external site for a limited, “captive” audience may be less concerned about retention and more concerned about delivering information quickly and inexpensively. And, notes Bill Sanders, “most successful Web sites involve the whole company.”

For companies like Connecticut On-Line Computer, the Web replaces the cost of other methods of disseminating necessary information. “It’s an alternative to paper,”

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## Co-Presidents' Letter Chapter Gets Back to Business

Before I talk about chapter news, I'd like to pause to remember those who have fallen during the tragedy on September 11. My deepest sympathies go out to anyone personally affected. At times like these, we are grateful to have the support of our families and communities. The community we share as technical communicators can be supportive as well. We would like to encourage members to talk with each other about what has happened to better understand their own feelings.

Moving on to regular business (just as our leaders want us to do): I was excited to be part of a panel discussing the future of online help at our kickoff meeting in September. We talked about my favorite subject and I learned a lot from the other panelists. See the review of that meeting by Henry Friedman in this newsletter.

Our Co-Program Managers, Donna Ford and Beth Richards, have done a wonderful job mapping out some exciting new STC meetings. Our next meeting is on Saturday, November 17. But wait, aren't all our meetings on weekdays? Not this time. We are offering both beginner and

advanced Macromedia Flash workshops. Check our Web site, [www.stc-ct.org](http://www.stc-ct.org), for further details.

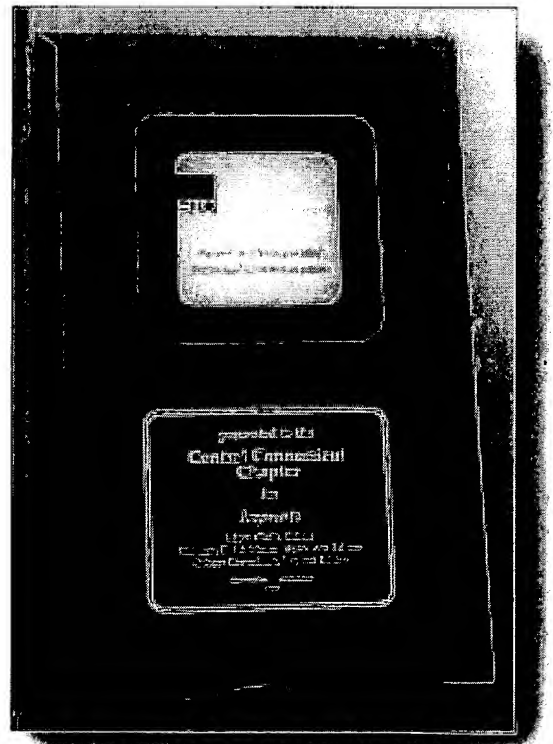
While we all hold our breath to see what the economy and the stock market have in store for us, I encourage members to keep your networks of friends and acquaintances in the field alive and well and maybe renew contacts that you have not maintained. Perhaps you feel secure in your job, but you might be able to help someone else.

I would like to thank all the board members for their continued exuberance and devotion to STC. Also, HUGE congratulations, with hand clapping and whistle blowing, to our newsletter staff for their Award of Distinguished Technical Communication in the STC Newsletter Competition. Three cheers for Mary Guth, Rob Bernobich and Bill McMunn. "You done us proud!" A distinguished award is a remarkable achievement that is a reflection of the professionalism and care of both the staff and myriad contributors to the newsletter. Thank you all. ■

### *Ford Nominated for Region 1 Director-Sponsor*

Long-time chapter member and officer Donna Ford was recently honored by being nominated for Region 1 Director-Sponsor. Each Director-Sponsor serves as a liaison between the board of directors and the chapters in his or her region. Region 1 includes chapters in Connecticut, Massachusetts, New Hampshire, Vermont, New York, New Jersey, Pennsylvania, Ontario, Quebec, Sweden, and United Kingdom (plus two student chapters). Each Director-Sponsor is elected for a three-year term.

Donna is currently working with Beth Richards on our program committee, but has held many other offices in the past—including Co-President last year—and helped organize countless chapter activities. This would be her first Society office. Voting will take place next spring. ■



## Bulletin Board

### Professional Day Speakers Wanted

What's new in your corner of the world of technical communication? Your fellow STC members will be eager to learn about it at our annual Professional Day in mid-March. (Exact date and location to be announced later.)

Three speakers have already been decided upon, including Saul Carliner as the keynote speaker. We are looking for four more speakers. Panel discussions worked well last year and are a great alternative to holding the floor by oneself.

For more information, or to submit a short proposal, please contact either Donna Ford (donna@stc-ct.org) or Beth Richards (beth@stc-ct.org). Proposals are due before January 11, 2002. Take advantage of this chance to make yourself more visible in your profession and in your chapter.

### STC Scholarships Available

STC assists students of technical communication, both at the undergraduate and graduate levels, with scholarships. Fourteen awards of \$2000 each will be awarded; seven to graduate students and seven to undergraduates. Applicants are evaluated on:

- academic records
- their experience with technical communication

- their potential for contributing to the profession.

When these aspects are considered to be equal, financial need will also be considered.

Applications are due by February 15, 2002. For full details and an application, contact the STC office at (703) 522-4114 or [www.stc.org](http://www.stc.org).

### Chapter Members Reach Senior Status

The STC office recently informed us that two people from our chapter have been named Senior Members. They are **Robert Bernobich** and **Sean Brierley**. Sean works at Quodata, a software company located in Hartford, Connecticut. Robert, layout editor of *Imprints*, is a technical writer at CNC Software in Tolland, Connecticut. We appreciate their continued support of STC.

### Didn't Get a Meeting Notice?

Well, no one else did either. Meeting announcements are no longer being sent by regular mail. Please make sure Diane Brescia (dbrescia@snet.net) has your current e-mail address, so she can send you a meeting notice via e-mail. Also, you can always check our chapter Web site ([www.stc-ct.org](http://www.stc-ct.org)) for current information on meetings and other information. ■

Visit our chapter on the Web—[www.stc-ct.org](http://www.stc-ct.org).

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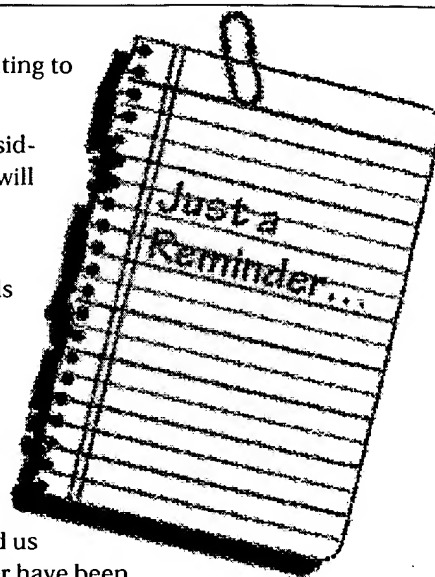
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#### Submissions

We invite submissions and letters to the editor. Please contact the editor to discuss topics and guidelines for articles. *Imprints* reserves the right to determine whether an article will appear and may edit to meet style and space requirements.

#### Deadlines

Submissions and advertising due by the 10th of the month before the issue is published.



IMPRINTS



## October Meeting Review

# Change Happens; Experts Say, "Be Ready to Adapt"

by Jessica Urban

Sharing their thoughts on the tools that technical communicators need to sustain their careers, Dana Schriber and Donna Ford discussed the ever-changing role that technology plays in the communication field. Whether the task is developing CBT, online help or a Web site, the evolution of computer software and visual design go hand-in-hand with changes in technology and our ability to adapt.

Dana Schriber is adjunct Professor of Visual Design at Central Connecticut State University and Donna Ford is a CBT Developer at Gerber Scientific Products in Tolland and Co-Manager of the Program Committee. Each took a different point of view on the constant change that occurs in visual design.

Thanks to Gerber Technology for hosting this meeting.

### **Styles in Graphics Change**

Professor Schriber stated that the connection between the written word and visual graphics has transformed from simplistic images to visuals that project multiple meanings and thought. From the development of Swiss design by Josef Muller-Brockmann to the cultural escapades of Pushpin Graphics Group, gone are the days of Constructivist art that rejects the past and looks forward to a world of understanding, unity, and peace. Muller-Brockmann is best known for his work with posters and signage, strongly influenced by Constructivism. His 1951 series of concert posters were a definitive statement of his style. Very geometric, strongly unemotional, and committed to total abstraction, these influential posters created a mathematical harmony that reflects the harmony of music.

In contrast, the eclectic style of later generations arose from a passion for historical design, which referenced culture and literature. Even today, these two stylistic views can be seen on packaging, posters and

advertisements in subway tunnels and on highway billboards.

### **Technology Changes Mean Skill Changes**

Current trends in visual communication look towards interactivity and technology. The use of advanced tools in desktop publishing, authoring tools and graphics has pushed the boundaries of design. Along with this "hyper-technology" comes a new set of skills that technical communicators need to develop, the main focus of which is change.

Donna Ford said that it is not only important to learn on your own and find a niche within your area of expertise, but also to be prepared for change. Referring to the best selling book, "Who Moved My Cheese," by Dr. Spencer Johnson, Ford reviewed the concepts of being prepared and keeping an eye on what is going on around you before change occurs. If you can read the "handwriting on the wall," you can do well in changing times.

Experience with key software tools such as PageMaker, Dreamweaver, Flash, and Designer's Edge can make the difference between getting a job or a contract or coming away empty-handed. Having the ability to adapt to ever-changing technology will further enable you to provide value to businesses, clients and customers.

### **STC Helps Members Adapt to Change**

STC members have the ability to draw from the knowledge base of our members. Use your membership directory to locate members who can offer assistance with specific tools. In addition, the chapter hosts training events, such the upcoming Flash seminar being held at Manchester Community College in November and a DreamWeaver workshop being planned for April. Check upcoming issues of *Imprints* and the chapter Web site for more information. ■

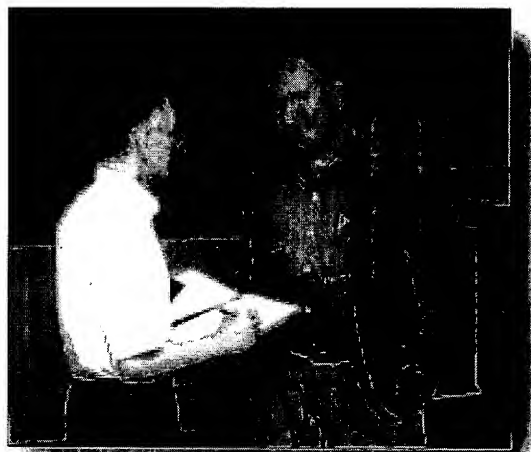
## Fall Kickoff

*continued from page 1*

said Bob Bessel, "so we force people to it," prodding them via e-mail with information and links to a Web site.

### **The Change Game**

Users both want and resist change. Increasing access to information increases expectations for better graphics, animation, and variety. Yet, people go back to the same site for something similar to what they have seen before and may complain about too much change. "I can't find it; why did you move it?" is their complaint. Methods cited for reconciling higher expectations for graphic appeal with the desire for consistency include: keeping the interface familiar while changing content, permitting multiple entry points that appeal to different ways of thinking, and allowing users to customize, by selecting and arranging things where they want them.



*Henry Friedman (l) follows up with panelist Bill Sanders.*

### **XML Potential Yet to be Realized**

While XML is frequently touted as a universal medium of data exchange, its potential is yet to be realized. You still need to translate XML to HTML for most browsers. Efficient use of XML requires database structure and it is costly to migrate from HTML files to an XML database. XML interpreters are becoming more common and Version 6 browsers are supporting XML, yet standards—including schemas and Document Type Definitions (DTDs)—are still evolving.

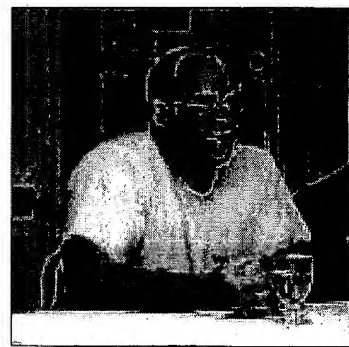


*Post-presentation discussion continues with (from left) Imprints editor Mary Guth, panelist Bob Bessel, guest Shane Teter, and chapter Treasurer Chopeta Lyons.*

### **Programming versus Content**

Because of proliferating technology, programming is becoming more necessary to implement Web sites. So, asked Bob Bessel, "Who's working on content?" Tony DeStefanis sees a growing need for writers to be Web site designers and content developers, to put the focus on writing and layout. "Programmers don't care," he noted. Tony performs this function at his company by developing style sheets. Bill Sanders' Interactive Information Technology program addresses this dichotomy by helping students integrate information technology with communication arts.

The lively exchange of discussion and questions during the formal program and afterwards showed that Web development and communication issues are a hot topic among our members. Thanks to the panel participants for sharing their experience. ■



*Co-presidents in action: Jere Lepley (l) opens the proceedings, while Tony DeStefanis serves on the panel.*

## Searching the Invisible Web

by Pamela Armstead

Sometimes in our jobs as technical communicators, we are called upon to research specific information: Does this acronym have a name that can be spelled out? Is this a standard term or something that my developer made up? Ordinarily, we might go to our developers for answers, but what if the developer is not around to help? In such cases, many of us turn to the Web for solutions. And this is where the "invisible Web" can help us.

### What Lurks in the Invisible Web

In a previous article, I attempted to give you a small map for your journey through the Internet "jungle." Using tools such as search engines and directories, we forged a channel through this vast Amazon jungle of information. But have you ever thought of those microscopic or camouflaged creatures that lurk in the average jungle? They may be invisible, but you would like to know where they are, wouldn't you?

Well, the analogy carries on—such "invisible" creatures live in the World Wide Web. There is a vast Web terrain that is largely unknown by Web users and lies unaccessed by the editors of Web directories and the spiders of search engines. As you might remember, spiders or "crawlers" start on a particular Web page and "crawl" through the Web via links in the pages

that they examine. These links make up the search listings we see on portals such as Google, Fast Search or Direct Hit, just to name a few.

However, there are some Web pages that spiders cannot penetrate. Why? Well, the "invisible Web" is composed mostly of databases. Like libraries devoted to a single subject, they are full of information, but are locked to the outside world. While spiders can record the library address, they cannot tell you about the books, articles and documents inside the library. To gain entrance, we need special "guide" sites—portals that superficially look like search engines. These sites specialize in databases and show us what we could not see with other search tools. Here are a few examples of these guide sites.

### InfoMine

- [infomine.ucr.edu/search.phtml](http://infomine.ucr.edu/search.phtml)

Produced by the University of California, this site features a categorized search of databases via a query (see lower-left). The catalog's home page begins with a list of disciplines and areas of interest, such as Government Resources, Instructional Resources, and Visual and Performing Arts. The category for the Physical Science, Engineering, Math and Computer Science points to 554 databases and over 1000 journals in electronic form.

### WebData.com

- [www.webdata.com/webdata.htm](http://www.webdata.com/webdata.htm)

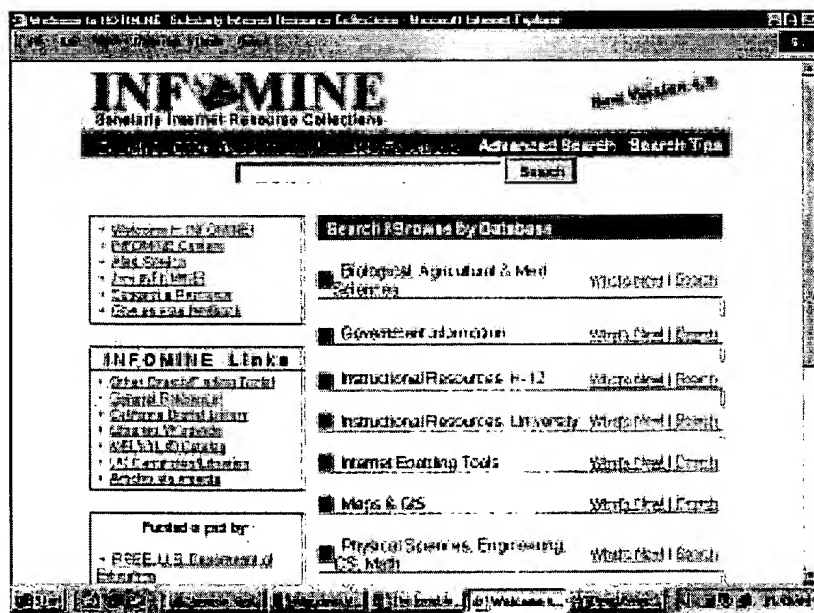
Webdata.com is a commercial site that looks and feels similar to a search engine such as Yahoo or Google (see facing page). However, using a proprietary Agent3W™ spider (one that *can* penetrate databases) and HTML parsing technology, it searches only for on-line databases. Its "Odds and Ends" section under "Reference" includes a full text version of the *Elements of Style* by William Strunk. The Science and Technology section includes resources such as the Visual Basic Web Dictionary and the COBOL portal. Both are fact-filled databases.

### Direct Search

- [gwis2.circ.gwu.edu/~gprice/direct.htm](http://gwis2.circ.gwu.edu/~gprice/direct.htm)

This site is the biggest of all. Presented on one humongous Web page (be prepared if you try

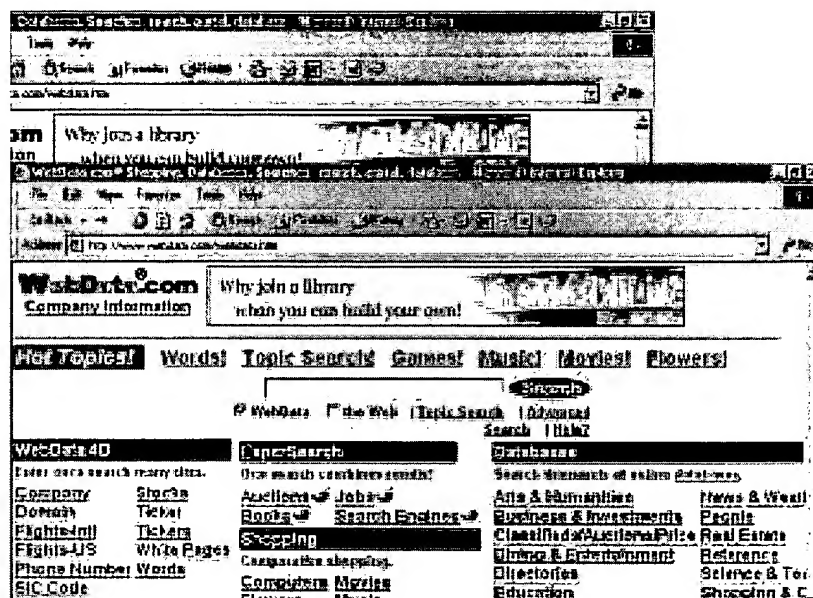
From *Techniscribe*, the newsletter of the Orange County (California) chapter of the STC.



to print it!) Direct Search has the best compilation of databases you can find. This portal takes you to databases ranging from international zip codes to OSHA regulations to world flags and acronym and abbreviation finders. Scrolling through this large Web page can be overwhelming, so Direct Search does include an advanced search interface so you can pinpoint your data.

### ***The Invisible Web is Growing***

The invisible Web is growing at a fast pace. As the Web becomes more efficient and comprehensive, many sources of information, especially government and academic sources, are choosing database over other forms of delivery. Databases are inherently flexible and robust. So, while there is much to take from the "seeing" world of search engines and directories, take a good look under the surface of the Web. You might be surprised and enriched by what you find there. ■



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## Editor's Letter

# Struggle for Perspective in Tragedy's Aftermath

by Mary Guth

It was a struggle for me to write this editor's letter. In the aftermath of the events of September 11, it seems that one ought to be expressing some profound insights, or offering comfort at the least. So much of what I have read that attempts to do either of those things has fallen far short of the mark. In fact, I find myself getting impatient with these well intentioned, but unsatisfactory attempts undertaken by columnists, political leaders and others in the public eye. To add my two cents worth seems of little use.

Yet, just "going about business as usual" does not seem right either. A woman I know, who works in an insurance agency, put it well, "When I saw all those papers come floating out of the World Trade Center, I suddenly realized how unimportant my paper-pushing is."

A tragic event often causes us to re-evaluate our priorities. Perhaps for some people that re-evaluation will lead to a dramatic change. But I think most of us will continue working the same type of job, preparing meals, taking care of our families, and helping our friends and communities as we have in the past. Because I care for my

two small children at home, my daily routine certainly has not changed much since September 11. The change I hope to bring about for myself stems from a renewed realization that we never know how many days we have left. For me, the old motto of living your life as if each day were your last has taken on new significance, trite though it may seem.

I recently read a book by Jane Goodall, the well-known scientist, called *Reason for Hope: A Spiritual Journey*. By the time I finished reading it, I was in awe of her courage, dedication, humility, awareness, and hope.

Many people know about Goodall's chimpanzee studies, which rocked the accepted definition of what separated humans from animals. What I did not know about her impressed me more. Her efforts to preserve the forests of Tanzania balance the needs of the people and animals, as she helps bring about both reforestation and sustainable farming. She enables micro-loans to help impoverished people start businesses. She supports community projects to supply safe drinking water, and wood for fuel and building materials. Her worldwide Root and Shoots program educates children in environmental and humanitarian issues in a hands-on manner, with emphasis on improving local communities. These are just some of the ways in which her knowledge, drive, and spirit are changing the world.

This is a person who narrowly missed being blown apart by Nazi bombing in England at the age of seven, suffered through the kidnapping of four of her student assistants, witnessed the forests and chimpanzees that she treasured being decimated, saw her neighbors and her life's work wracked by the violence between Hutus and Tutsis, knew the horrors of the resulting refugee camps and lost her husband to inoperable cancer after a few years of marriage. This is the person who wrote a book called "Reason for Hope." I found it to be an inspiration and one of the best antidotes to hopelessness that I have found. ■

## WINDOWS HELP AND HTML HELP

### PUBLIC & ON-SITE TRAINING

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- RoboHTML
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- WinHelp Macros
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## Director-Sponsor's Report Report on the September 2001 Board Meeting

by Kitty Aughey and Chris Benz

For those who for those who do not understand the Director Sponsor Role, here is a short explanation of what I do. It is a wonderful job! As the Director-Sponsor of Region 1, I am a voting member of the STC Board, along with the President, First and Second Vice Presidents, Immediate Past President, Secretary, Treasurer, and seven other regional Director-Sponsors. In my Director role, I serve as a board member, forming and implementing STC policy. In my Sponsor role, I am the representative of and information conduit/advisor for Region 1 chapters and members, with responsibilities including chapter visits, newsletter articles, chapter surveys, and so on.

Following the terrorist acts of September 11, the September 2001 STC Board of Directors meeting was held by teleconference—instead of face-to-face in Atlanta, Georgia, as originally planned—on September 21, 2001.

### How the Board Meetings Progress

As a little background, board meetings consist of three passes:

- An *action* pass, during which motions are brought to the board. For each motion, the board either approves it (with or without modifications), rejects it or requests that the motion be restated and brought forth at a later date. Also during this pass, actions taken by the Executive Council since the last board meeting are announced.
- A *discussion* pass, during which various topics considered and discussed. Many discussion items result in action items for board and/or committee members, generally with the expectation that a motion or further information will be brought up at an upcoming board meeting.
- An *information* pass, during which board members provide information not otherwise covered in the reports they provided to the rest of the board prior to the meeting. This is also the time for board members to ask for clarification on information presented in other members' reports.

If you would like to learn more about decisions made during a board meeting, or if you would like to have a motion or discussion item brought forward, please contact your Director-Sponsor. For items you want addressed at the January 2002 meeting, please alert your Director-Sponsor by early December. Contact Kitty Aughey at [kaughey@rochester.rr.com](mailto:kaughey@rochester.rr.com). ■

Kitty Aughey is Director-Sponsor of Region 1 and Chris Benz is Director-Sponsor of Region 2.

## Opportunities for Technical Communicators

Despite all the talk in the media about layoffs and recessions, our local Web site continues to attract a wide variety of new job opportunities. For contact information and other information about these listings—or to check the absolute latest list—see our Central Connecticut Web site, [www.stc-ct.org](http://www.stc-ct.org).

- Technical Writer for a leading CAD/CAM software manufacturer in Tolland
- Web Instructional Designer in southern Connecticut
- Training Specialist with experience with Rational software (contract position)
- Web Designer needed for a three-month contract position
- Technical Documentation/Testing for a year-long contract position in Groton ■

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(updated information is highlighted)

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New Hartford, CT 06057-2416

**Winner of the Distinguished  
Technical Communication Award  
for Newsletters, 2001**

Forwarding and address correction requested

## Flash Workshops: A Different Kind of Chapter Meeting

Have you wanted to learn Macromedia Flash? Do you create content developed by people who use it? Then the November meeting is your chance to learn about using Flash, laugh with other STC members, and expand your career options.

Our chapter is hosting two Flash training sessions on Saturday, November 17, 2001 at Manchester Community College in Manchester, Connecticut. Each hands-on session will be four hours long. Maximum attendance for each class is 24 people. The instructor, Ed Hogan, teaches Flash and animation courses and workshops for the college.

### **Why Learn Flash?**

Have you heard about Flash, but are not sure why you should attend these workshops? According to Prescott Williams, of the Philadelphia Metro chapter, "Macromedia Flash is quickly becoming the standard for multimedia development for the Web and the desktop. Flash is an extremely powerful illustration program, featuring all the creation and manipulation features you could want.... Flash allows you to easily incorporate text, graphics, sound and animation into a compressed package that can be sent over the Web or played from the desktop."

Here are more specifics on what we have planned for the November meeting:

*by Donna Ford*

### **Flash Basics (8:00 am–noon)**

Learn the buzzwords and basic skills to:

- Get around in the Flash environment, which is similar to Macromedia Director
- Create graphics within Flash
- Animate graphics
- Preload graphics to save time opening them on the Web

### **Flash Advanced (1:00–4:00 pm)**

Learn how to apply Flash to development of Web sites and on-line learning. Use Action Scripts to build:

- Navigation menus
- Multiple choice questions
- Logical modules required for other types of interactivity

There will be additional time in the advanced class to cover specific topics of interest to the attendees, so bring your questions. Non-STC members are invited. This may be a good opportunity to introduce your coworkers to our chapter's activities. The cost per each class will be about \$25.

To sign up or for further information, contact Program Committee Co-Manager, Donna Ford ([donna@stc-ct.org](mailto:donna@stc-ct.org)). ■